



## Business Management HEL Programs

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The following information was taken from the HEL Home Page on FS-Net about HEL programs available. Consult the Rules of the Road for HEL Programs binder provided to you during Basic Training for more information.

### Visiting Consultant - \$2,000 Honorarium

- ❖ A non-CME/CPE program, coordinated by Merck field personnel, where a regional or national consultant interacts one-to-one with local healthcare professionals on patient or disease management issues.
- ❖ A minimum of five consultations should be arranged per day and an effort should be made to coordinate a lunch roundtable, forum or a dinner colloquia in conjunction.
- ❖ A maximum honorarium of \$2,000 is provided and the program must be consistent with labeling.
- ❖ Visiting consultants should be prepared to discuss general questions and hypothetical situations; however, due to patient confidentiality issues, patient charts must not be reviewed and patients must not be examined.
- ❖ The program is activated via submission of the Insight speaker request form 30-60 days prior to the program date. The program will be the subject of a written agreement sent to the speaker, who must sign the agreement and return it prior to conducting any HEL program. HEL will confirm the approved program via mailed correspondence to the speaker and an e-mail to field personnel.
- ❖ Any educational material distributed must be consistent with the patient package insert labeling and have received prior Medical/Legal approval.

### Colloquium - \$1500 Honorarium

- ❖ A formal lecture program for 20-50 healthcare professionals addressing a disease, product or managed care related topic to healthcare professionals, but not consumers. A speaker honorarium of up to \$1,500 may be provided in accordance with the guidelines for payment. Continuing education credit is not available to participants.
- ❖ The program is activated via submission of the Insight speaker request form 30-60 days prior to the program date. The program will be the subject of a written agreement sent to the speaker, who must sign the agreement and return it prior to conducting any HEL program. HEL will confirm the approved program via mailed correspondence to the speaker and an e-mail to field personnel.



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- ❖ When a Merck employee provides a lecture, no honorarium is paid. The program must be consistent with, and not contrary to, the labeling of Merck products and those of other pharmaceutical manufacturers, and the prepared lecture of the Merck employee must be reviewed and approved by the appropriate Medical/Legal board. Please denote in the "Notes" section that the speaker is a Merck employee and that no honorarium is to be paid.

### Symposium - \$1,500 Honorarium

- ❖ A multi-speaker program, coordinated by Merck, where consultants speak on an approved topic(s) to healthcare professionals. Honoraria are provided according to the guidelines for payment (\$1,500/speaker is the maximum amount that can be paid- lower honorarium must be noted in the critical notes section for HEL processing).
- ❖ No CME/CPE credit can be awarded and the program must be consistent with labeling. Speaker information must be submitted for each consultant. The program must be the subject of a written contract and HEL must confirm the program through written correspondence to the speakers and field personnel. This is done by the submission of your Insight speaker request form.
- ❖ A Merck employee can present a disease, product, or managed care-related topic to healthcare professionals. In this case, no honorarium is provided, and the program must be consistent with, and not contrary to, the labeling for Merck products and those of other pharmaceutical manufacturers, and the
- ❖ Prepared lecture must be reviewed and approved by the appropriate Medical/Legal board.
- ❖ A Clinical Conference Report form must be completed and returned to the HEL forms processor.

### Forum - \$750 Honorarium

- ❖ A formal peer discussion group, coordinated by field personnel, consisting of 7-19 healthcare professionals and a local or regional moderator who is provided an honorarium of \$750.
- ❖ The moderator/speaker usually prepares an outline, articles, and/or slides for review with his/her peers.
- ❖ No CME/CPE credit can be awarded and the program must be consistent with labeling.
- ❖ Any educational material distributed must be consistent with labeling and have received prior Medical/Legal approval.
- ❖ The program is activated via submission of the Insight speaker request form 30-60 days prior to the program date. The program will be the subject of a written agreement sent to the speaker, who must sign the agreement and return it prior to conducting any HEL program. HEL will confirm the approved program via mailed correspondence to the speaker and an e-mail to field personnel.



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### Roundtable - \$500 Honorarium

- ❖ An informal peer discussion group, coordinated by field personnel, consisting of 4 - 6 healthcare professionals, including a local facilitator who may be paid an honorarium of \$500. Usually there are no speaker expenses incurred due to the local nature of this program format.
- ❖ No CME/CPE credit can be awarded and the program must be consistent with labeling. Any educational material distributed must have prior approval from the FDA, be consistent with the patient package insert labeling and have received prior Medical/Legal approval.
- ❖ The program is activated via submission of Insight speaker request form 30-60 days prior to the program date. The program will be the subject of a written agreement sent to the speaker, who must sign the agreement and return it prior to conducting any HEL program. HEL will confirm the approved program via mailed correspondence to the speaker and an e-mail to field personnel.

### Outreach Programs

- ❖ Speaker facilitated non-promotional educational programs for the lay public/consumers coordinated by field personnel. The speaker(s) is paid an honorarium.
- ❖ No CME/CPE credit can be awarded, and the program must be consistent with labeling.
- ❖ The program is activated via submission of the Insight speaker request form 30-60 days prior to the program date. The program will be the subject of a written agreement sent to the speaker, who must sign the agreement and return it prior to conducting any HEL program. HEL will confirm the approved program via mailed correspondence to the speaker and an e-mail to field personnel.
- ❖ Any educational material distributed must have prior approval from the FDA, and be consistent with patient package insert.
- ❖ Merck personnel may attend outreach programs but may not have professional interactions with the consumer audience. "Professional interactions" include, but not limited to: introducing the speaker; leading or critiquing discussions; or answering questions.



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### Tutorial Programs

- ❖ Educational Programs in which physicians are used to provide training for Merck representatives only on specific medical or business issues. (The exception is the Tutorial-didactic program, where physicians may also be invited-please contact your Region Coordinator for more detailed instructions.)
- ❖ The program is activated via submission of the Insight speaker request form 30-60 days prior to the program date. The program will be the subject of a written agreement sent to the speaker, who must sign the agreement and return it prior to conducting any HEL program. HEL will confirm the approved program via mailed correspondence to the speaker and an e-mail to field personnel.

### Tutorial (Local) - \$250 Honorarium

- ❖ A Merck Specialty Group representative or local consultant leads a 2-4 hour discussion on specific issues, treatment strategies, treatment trends, or disease states. The tutorial serves to reinforce basic knowledge and further establish rapport with the physician. An honorarium of \$250 is paid only to the consultant; Merck personnel cannot receive honoraria.
- ❖ The program must be consistent with product labeling and no CME/CPE credit can be awarded. No attendance is recorded.

### Tutorial (District) - \$250 Honorarium

- ❖ A local consultant leads a district-wide tutorial on specific issues, treatment strategies, treatment trends, or disease states. The tutorial serves to reinforce basic knowledge and further establish rapport with the physician(s). An honorarium of \$250 for a district tutorial is paid only to outside consultants; Merck personnel cannot receive honoraria.
- ❖ The program must be consistent with product labeling and no CME/CPE credit can be awarded. No attendance is recorded.
- ❖ A Clinical Conference Report form must be submitted to the HEL Forms processor. Attendance is not recorded for this program type.





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### Preceptorship - \$300/half day; \$500/full day; \$1000/two full days

- ❖ A health care professional (usually a physician) meets with Merck field personnel or other health care professionals in a medical setting to provide knowledge on a specific disease or business category. (NOTE: Currently, this program is not approved for physician-to-physician preceptorships).
- ❖ A consultant honorarium of \$300 is provided for a 1/2 day, \$500 for a full day, and \$1,000 for 2 full days to the physician conducting the preceptorship ONLY.
- ❖ The program must be consistent with product labeling, and no CME/CPE credit can be awarded.
- ❖ It is suggested that there be multiple attendees where applicable and when there are multiple attendees the single honoraria rate should apply.
- ❖ The program is activated via submission of the Insight speaker request form 30-60 days prior to the program date. The program will be the subject of a written agreement sent to the speaker, who must sign the agreement and return it prior to conducting any HEL program. HEL will confirm the approved program via mailed correspondence to the speaker and an e-mail to field personnel.

### Regional & National Exhibits

- ❖ An opportunity for Merck personnel to exhibit/display promoted products, disease information, and promotional literature at a regional or national conference or convention.
- ❖ Exhibits CANNOT be funded through a grant.
- ❖ Booth fees at national exhibits are funded by Professional Relations; however, travel and hotel expenses associated with a national exhibit are the responsibility of the district and region.
- ❖ Professional Relations will make initial contact with the region prior to any National exhibits they support to solicit the type and number of participants needed at the convention.
- ❖ National meetings supported by Professional Relations are listed in the Merck Resource Handbook.
- ❖ Region exhibit displays for promoted products are available and provided on a first-come, first-serve basis; shipping costs for region exhibit displays are the responsibility of the district and region.
- ❖ Any region exhibit fees should be paid via an Exhibit request form 60 days prior to the program; any exhibit field expenses should be reported on a Clinical Conference Report Form within five days after the program.
- ❖ It is imperative that the shipping address for the regional exhibit unit is verified since the usual mechanism for a regional conference or convention is to hold the exhibit units at a warehouse or drayage location.
- ❖ When arranging for a regional exhibit request specific directions in writing from the organization.
- ❖ It is also critical to break down the exhibit unit and prepare it for return immediately following the exhibit (return shipping information is contained within the regional exhibit unit).



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### Merck Facilitated Programs (MFP's)

- ❖ Merck facilitated programs are programs in which Merck field personnel present educational information/product information to a physician/group or group of health care professionals. All programs must be consistent with product labeling.
- ❖ The TBG's determine the availability of these programs for use with a specific product budget. Please call your Region Coordinator for additional information.
- ❖ There are no pre program forms, however Business Manager approval and budget considerations should be obtained prior to conducting any program.

### Clinical Discussion Groups (CDG's)

- ❖ A clinical/disease discussion group of 4-6 healthcare professionals, facilitated by specially trained Merck field personnel. This format provides a setting for a group of peers to share experiences and learn from each other and their Merck facilitator.
- ❖ Attendees are carefully chosen. No CME/CPE can be awarded. No honorarium is provided to facilitate this program. All CDG's should be charged to a product account.
- ❖ A Clinical conference report form must be submitted after the program documenting field expenses and participation.

### Lunch & Learn

- ❖ A pre-arranged, informal conference conducted by field personnel over lunch for healthcare professionals on selected promoted products and related strategic discussion topics using targeted, promotional resources or reprints.
- ❖ This type of program has the following objectives:
  - (1) increase the representative's knowledge and understanding of the physician's decision making process when treating disease;
  - (2) provide the representative additional time with the physicians one-on-one; and
  - (3) provide a forum for physicians in a clinic-based practice to exchange information regarding the diagnosis and treatment of specific diseases.
- ❖ A Clinical conference report form must be submitted after the program documenting field expenses and participation.

